

# bus passenger panels

## case study

### bus advertising drives increases in website activity

83% more unique visitors to workshopplay.ie during the campaign period evidencing the efficacy of bus advertising in connecting offline to online.

### exposure to bus passenger panels combined with dwell time ignites action

91% more new member sign-ups during the campaign period with bus passenger panels delivering key information in a high dwell-time environment which saw the conversion rate double.

### Weekday activity above average evidencing the return of habitual bus journeys

19% of unique visits to workshopplay.ie were on a Wednesday (versus an average of 14%). Member sign-ups were also strongest on weekdays and peaked midweek on Wednesdays.

#### about this campaign

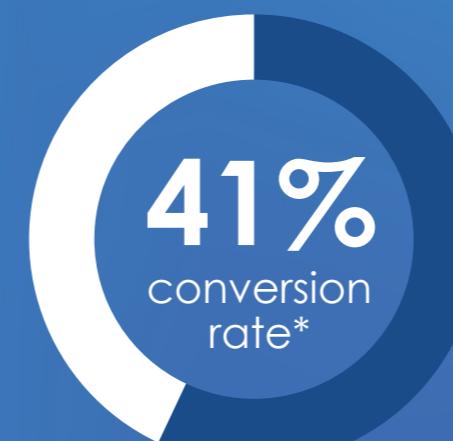
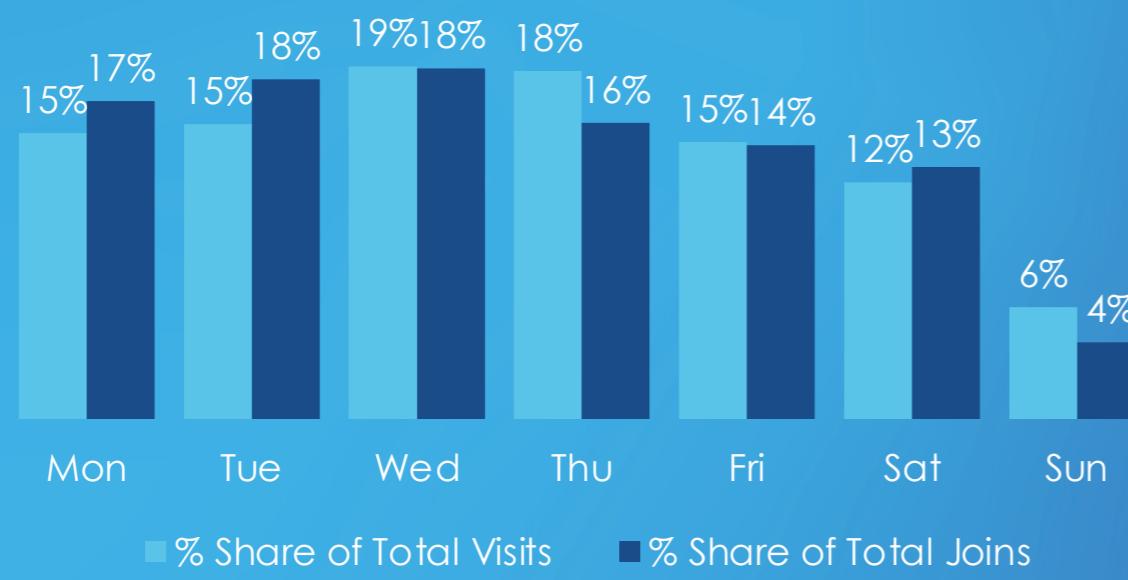
**Campaign dates: 23rd Aug – 19th Sep 2021**

In August and September we ran a long copy member recruitment campaign for our work.shop.play. online research community. In addition to recruiting new members, the campaign sought to provide greater insight into bus usage during recovery from the Coronavirus pandemic and as audiences adapt to life in this 'next normal'. The campaign coordinated with bus services returning to pre-pandemic service levels.



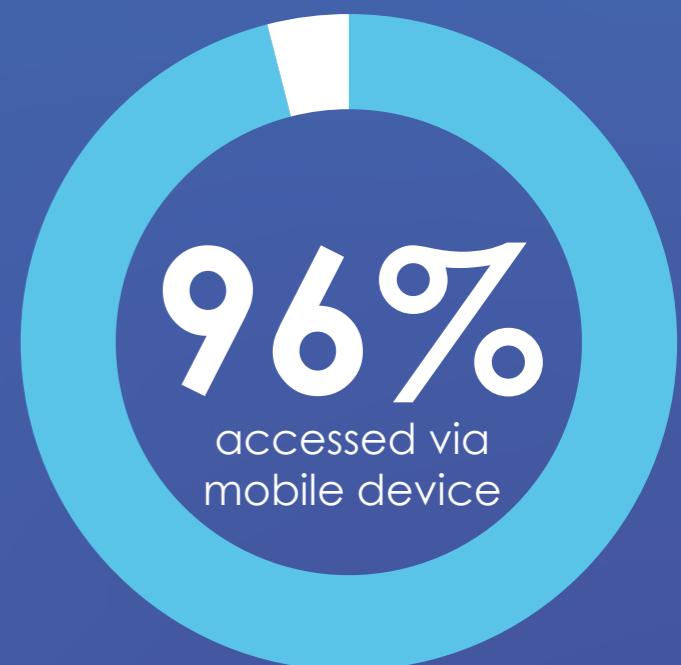
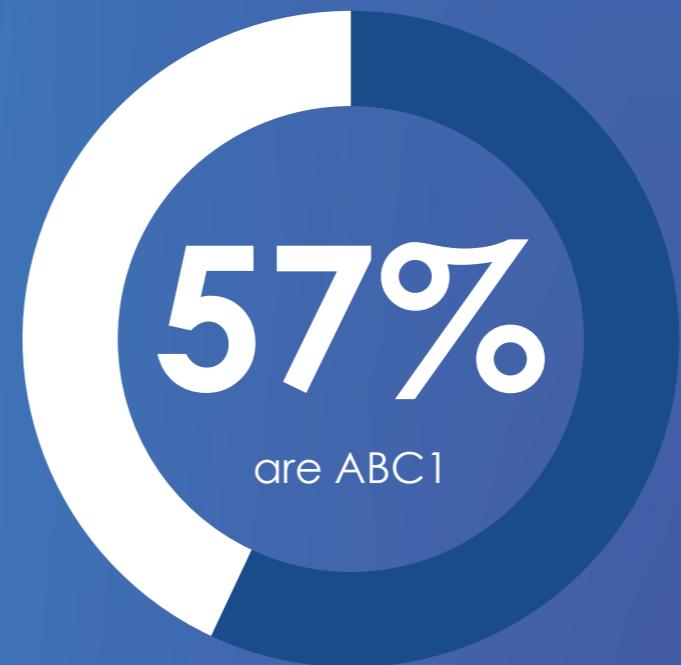
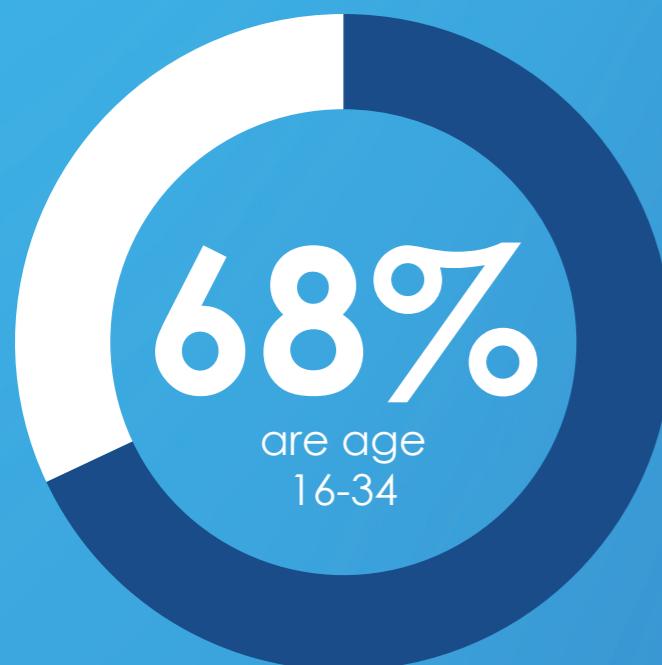
#### return of habitual bus use

Visits and member sign ups were strongest on weekdays evidencing the return of habitual bus usage for journeys such as the commute and school run. Weekend levels were just below average likely due to less routine journeys and audience movements generally less habitual.



#### audience profiling

Bus passenger panels attract a young, affluent and connected audience evidenced by the profile of new work.shop.play. members joining as a result of the campaign...



Whilst this case study reports the findings of audiences taking action after seeing an advert inside a bus, those same buses host highly visible and impactful advertising formats on their exteriors too! Available in every postcode, town and city across Northern Ireland, bus advertising can take your brand to the masses as they make journeys outside of their homes.

For more information about bus advertising please reach out to a member of our team by emailing [belfast@global.com](mailto:belfast@global.com) or calling **028 9044 1888**